



the
DESIGN
MUSEUM

preferred hotel partners
corporate membership programme

why your support matters

With a **small percent of its annual budget coming from government funding**, the Design Museum depends on the vision and generosity of its corporate partners to keep its doors open and ensure that design remains accessible to all.

Your support truly makes the difference.

Design is one of the UK's most valuable industries, worth over £97 billion* to the economy and shaping everything from the way we live and work to how we address the greatest challenges of our time. Through our exhibition and learning programmes, we raise awareness of design's role in tackling urgent issues, from sustainability and climate change to social equity, innovation, and the future of technology.

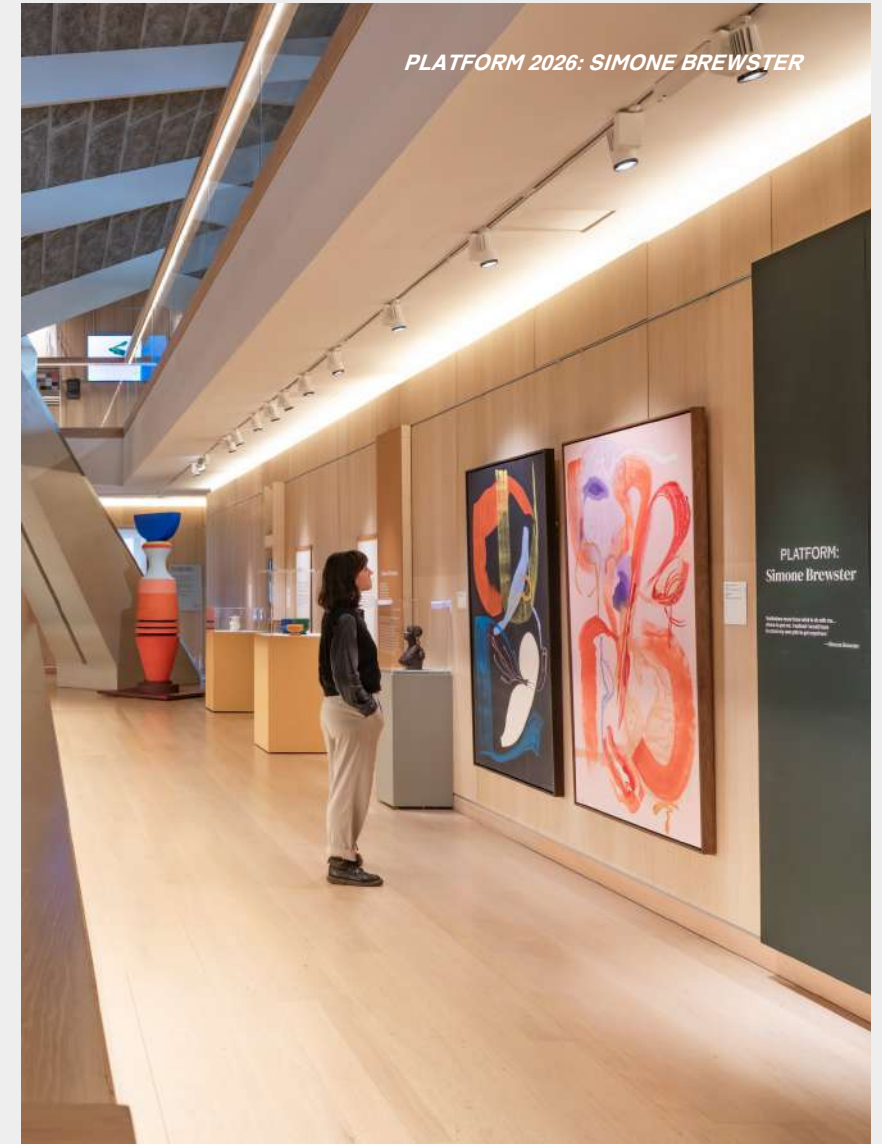
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**DESIGN COUNCIL REPORT, 2022
DESIGN ECONOMY PEOPLE: PLACES AND ECONOMIC VALUE*

By becoming a corporate partner, you will help the museum in:

- **Showcasing world-class temporary exhibitions** that bring design innovation to life for over 640,000 visitors every year.
- **Inspiring and educating** through public programming, talks, workshops, and learning initiatives that reach tens of thousands across diverse communities.
- **Sustaining and growing a landmark cultural institution**, 10,000 sqm of Grade II* listed space, animated by a dedicated team of over 100 professionals.

Every partnership directly fuels our mission:
to champion design, highlight its impact on society, and inspire the next generation of changemakers



the transformative potential of design

Our Mission

- The Design Museum is a **global hub** for the **transformative potential of design**. Our vision is a world in which design helps people and the planet to thrive.

Our Impact

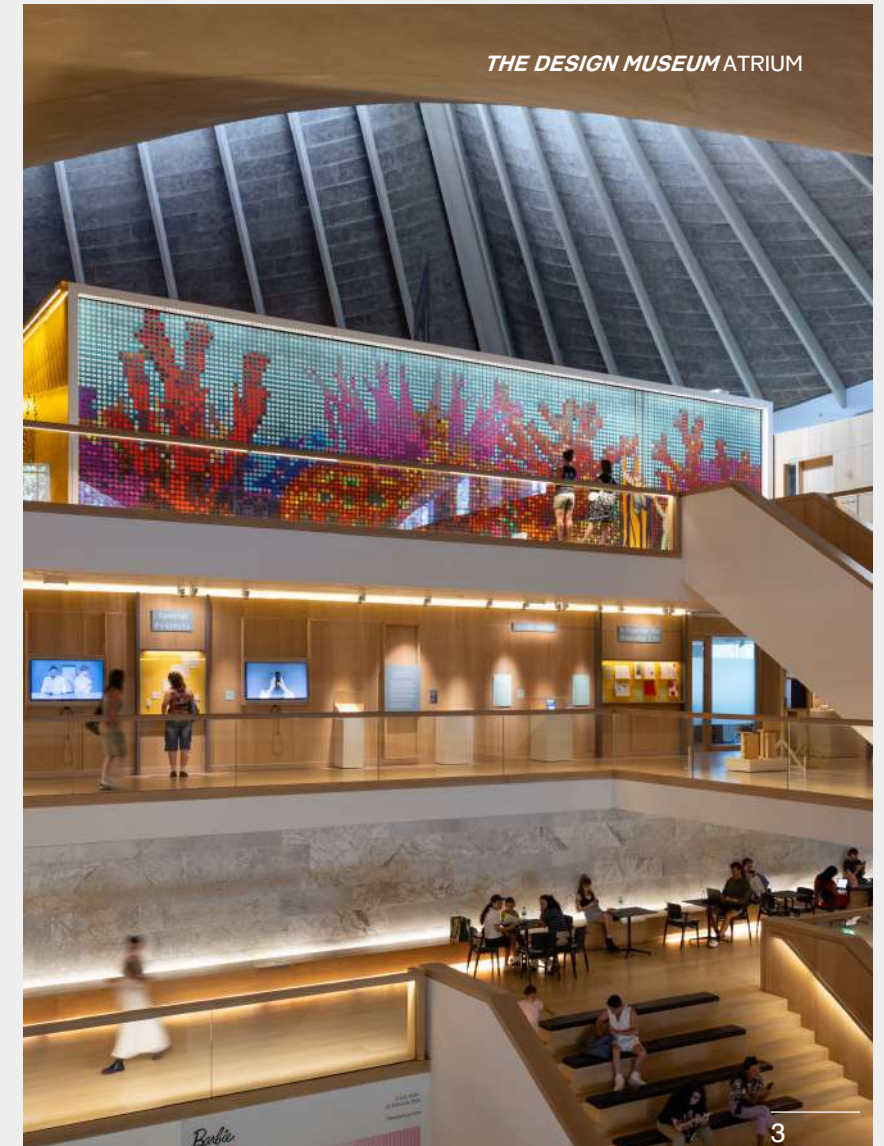
- Over **691,000 annual visitors** to the museum with c.**10 million footfall** on High Street Kensington per year.
- **44% of our audience is under 34** and **86%** of our audiences identify as **ABC1**.

Our Reach

- **2.6 million** website visitors, **75,000 email subscribers**, and **1.2 million** combined followers across socials.

Our Influence

- The museum generates over **3,000 pieces of PR annually** and **68 million** organic **social impressions**, providing massive amplification for any partner.





FABLES OF OUR TIME
ATRIUM

the
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MUSEUM

corporate membership

the heart of London's cultural quarter

The Design Museum sits at the centre of London's cultural quarter, within walking distance of the *V&A*, *Natural History Museum*, *Serpentine Galleries*, and the *Royal Albert Hall*.

High Street Kensington's **10 million** annual footfall includes international museum visitors and London's culturally engaged residents.

This is London's design and culture district.

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what's new

Leveraging our expertise in **bespoke partnerships** and **access to leading design thinkers**, and **highly-curated stewardship**, we are introducing two new benefits across our packages:

Design Pulse Survey *(all tiers)*

A tailored survey to understand each partner's priorities, challenges, and areas of focus, ensuring more strategic and relevant collaboration.

Design Futures Briefing *(all tiers)*

A curated session connecting partners with leading design thinkers from our network, creating a platform for partners to share their own expertise.

Innovation Perspective Feature *(Innovation Partners only)*

A LinkedIn feature co-produced with an Innovation Partner and showcasing their perspective on a theme aligned with the museum's mission and programme.

Further details on the new benefits can be shared by your Partnership Manager upon request.



BLITZ: THE CLUB THAT SHAPED THE 80S
SEPT 2025 – MARCH 2026

preferred hotel partners

£10,000 + VAT

engage

- Unlimited year-round entry for hotel staff and designated VIP clients. Managed by the hotel who act as a concierge for tickets.
- 2 x pairs of tickets to each exhibition VIP opening party for Hotel representatives.
- 1 x private tour (up to 20 guests depending on the exhibition) during museum hours.
- 10% discount on the Design Museum talks, events and workshops
- 10% discount at the Design Museum shops* and café

**not valid in the online shop or on discounted items.*

digital real estate

- **NEW** dedicated profile & link on the 'Plan Your Visit' tDM webpage as one of our Preferred Hotel partners.

digital visibility

- **NEW** 1 x newsletter content box, included in either our members, general, or events newsletter subject to availability.
- **NEW** inclusion in the preferred suppliers listing for tDM events clients

learn and network

- **NEW** Invitation to annual 'Design Futures' briefing (online) and 'Design Pulse' survey (online)

recognition

- accreditation on the museum's Supporter's page.

expand your local network

- **NEW** opportunity to host one event* for tDM in occasion of the exhibition programme or as part of the patrons' programme

**F&B provided by the hotel partner and subject to availability with tDM programme.*

direct guest incentives

- Preferential rates (hotel partners decision) on stay and F&B can be shared for museum website visitors, tracked via an affiliate link.

support

- dedicated account manager & regular communications
- use of the museum's press materials and images (in relation to partnership only)

ES DEVLIN: OTHER WORLDS
GALLERY 1, OCT 2026 – APRIL 2027

the
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forward programme

looking ahead: exhibitions 2026/27



NIGO: FROM JAPAN WITH LOVE

1 May 2026 – 4 October 2026

Spanning fashion, music, product design, and architecture, NIGO has shaped global pop culture for over 30 years. Blending American workwear with Japanese craft and contemporary culture, this exhibition offers UK audiences a first look at the visionary designer's creative world and influences.



ES DEVLIN

2 October 2026 – 4 April 2027

Es Devlin is an artist and stage designer often described as an “architect of temporary space.” This immersive mid-career retrospective will explore the story behind her extraordinary creative journey.



THE NEU BLACK AESTHETIC

21 November 2026 – 8 August 2027

This is the Design Museum’s first exhibition dedicated to celebrating the pioneering work of Black graphic artists, architects, and fashion and furniture designers over the past century. At its heart, the exhibition highlights contemporary practitioners who use their work as a powerful means of exploring and expressing identity.

looking ahead: permanent exhibition & free displays 2026



DESIGNER MAKER USER

Permanent

Designer Maker User features almost 1,000 items of twentieth and twenty-first-century design viewed through the lens of the designer, manufacturer and user. The free display covers various design disciplines, from architecture and engineering to the digital world, fashion and graphics.



TOOLS FOR TRANSITION

Sept 2025 – August 2026

In this free display, discover four research projects from across the UK that are driving change in housing, healthcare, local planning and resource management. Together, these projects show how design-led research can be translated into practical tools to transition into a greener future.



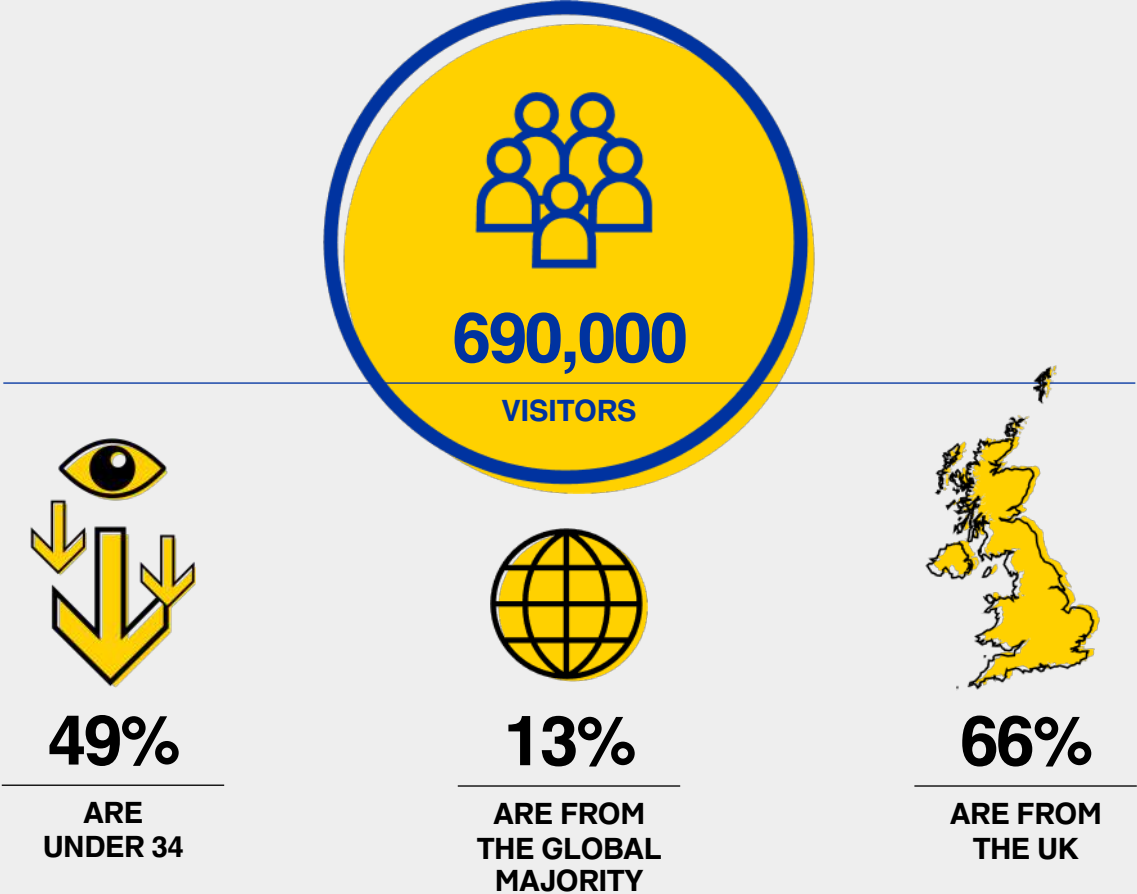
PLATFORM: SIMONE BREWSTER

January 2026 – January 2027

Following its successful launch, the second iteration of PLATFORM is dedicated to Simone Brewster, a designer whose work plays with form, defying a quick categorisation. Her visual language is architectural and sculptural, rich with material histories and layered with references from classical fertility deities to African diaspora traditions.

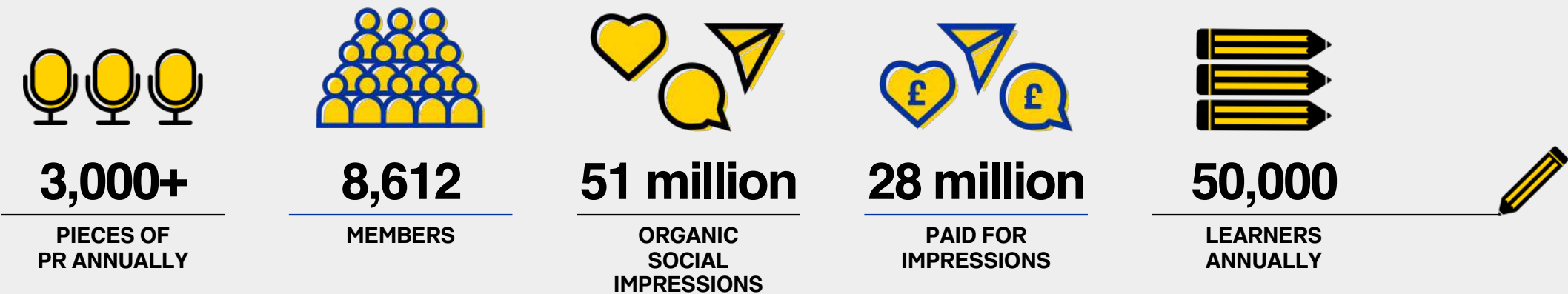


Our Influence audiences



Our Influence

reach



Our Influence

digital

The Design Museum has **one of the highest digital organic reaches of almost any museum**, with a social audience of over **5 million followers**. Partnership offers brands the opportunity to be tagged in posts across Instagram, X, Facebook and LinkedIn.



thank you

This presentation is **strictly confidential** and for internal use only. It may not be shared with any third parties, copied or published without the permission of the Design Museum. Images have been used for illustration purposes only.

The museum operates as a **registered charity** and funds generated through corporate support go towards supporting the museum's vision for everyone to understand the value of design.

We are keen to discuss how corporate membership can work for your organisation.

For more information please contact:
corporate@designmuseum.org

